GOVERNMENT OF INDIA
TOURISM
LOK SABHA

STARRED QUESTION NO:213
ANSWERED ON:08.12.2014
CODE OF CONDUCT FOR SAFE TOURISM
Kachhadia Shri Naranbhai

Will the Minister of TOURISM be pleased to state:

(a) whether the Government has adopted any code of conduct for providing safe and honourable tourism in the country;

(b) if so, the details thereof and the date on which the said code of conduct has been implemented;

(c) the salient features of this code of conduct;

(d) whether the aspect of dress code is also included in the code of conduct; and

(e) if so, the reactions of the tourists towards implementation of this code of conduct?

Answer

MINISTER OF STATE FOR TOURISM (INDEPENDENT CHARGE)(DR. MAHESH SHARMA)

(a) to (e): A Statement is laid on the table of the Sabha.

STATEMENT IN REPLY TO PARTS (a) TO (e) OF LOK SABHA STARRED QUESTION NO.213 ANSWERED ON 08.12.2014 REGARDING CODE OF CONDUCT FOR SAFE TOURISM

(a): Yes, Madam.

(b) and (c): The Ministry of Tourism along with all stakeholders, including the Tourism Departments of all States and UTs, have adopted the 'Code of Conduct for Safe & Honourable Tourism' on 1st July 2010, which is a set of guidelines to encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, in particular women and children. The specific objectives of the Code of Conduct for Safe and Honourable Tourism are to:

i. Encourage tourism activities to be undertaken with respect for basic rights like dignity, safety and freedom from exploitation of both tourists and local residents, i.e. people and communities who may be impacted by tourism in some way.

ii. Aid the prevention of prostitution, sex tourism and forms of sexual exploitations like assaults and molestations in tourism to safeguard the safety of persons, in particular women and children.

iii. To enhance prevention of activities like forced or involuntary drug use, manipulated and incorrect information, cultural and social intolerance which could increase vulnerability to crime.

The Code of Conduct is applicable to all the owners, suppliers, contractors, employees of travel tour sector including hotels, restaurants, lodges, guest houses, tour agents, entertainment establishments etc. In addition, it is applicable to service providers like event management organizations, entertainment providers, transport operators, tour guides and other services or agencies associated with tourism sector. The Code of conduct for Safe and Honourable Tourism is not a legally binding instrument but a set of guidelines for tourism industry. It also sensitises the signatories regarding importance of information and training of personnel, public awareness and guest notification, regulated use of premises and official equipment, ethical business practices and marketing, implementation and monitoring.

(d): As a part of the guidelines of the Code, the signatories are encouraged to assist the tourists with guidance on safety tips applicable to the specific city/place including timings for visits, right dressing and other local social and cultural beliefs and norms etc.

(e): No specific study has been conducted to obtain the feedback and reactions of tourists towards implementation of this Code of Conduct.